## No 10 fights back as rift widens



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 How the world's $\$ 100$ million raised and Band Aid is being spenPoiffotio esolatGold daily competition prize of 84000 was. two readers - de - There is another 84,000 to be won today
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## Nurses review

 Plans for a radical changzo innurse training that would


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Moscow admits
Sweden second disaster barely averted detects
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## New health clamp on Kiev

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Helicopter crash in Falklands

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## East Falkland, when it


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## Domenico - a boy born to live in fear of his life





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## ${ }^{66}$ SAA certainly lived up to its reputation of efficient and pleasant cabin crew and excellent food. 99

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All SAA daily flights to Jo' burg depart Heathrow 1800 hours, year round.

## Labour to put jobs as its top priority, says Hattersley



Four years old. Seriously underweight for her age. Scavenging for food where she can find it. And she's English.

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parents or break up the home.
The child has to be protected We proide help for both her and her parents. ع15.48 can protect a child for two we
And that's the sum were asking for now: And that ts the sum were asking for now:
If you cant afford quite that much, an donations are gratefully received.

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## Tapes levy opposed

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 Sir Keith
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on Jarvis

## PAGES AND PAGES OF JOBS FOR

Financial and Accounting, Chief Executives, Managing Directors, Directors,
Sales and Marketing Executives, Public, Finance and Overseas Appointments.

US plan to save work on Nimrod aircraft Deface Cormespoident









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## 'Revolutionary' plans to take $\mathbf{8 0 , 0 0 0}$ student nurses off the wards



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## Paper on family court

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RENAULT ANNOUNCE A CURB ON PUBLIC SPENDING.


A new Renault 11 with free mechanical cover from under £34 a week*

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Peace of mind motoring on a budget: thats Renault's financial advice for this Spring. And for a limited period it's possible with our 9.7\% APR on every new Renault9 and 11. These are front wheel drive cars with five speed gearboxes and a widechoice of engines from 1.1 to 1.7 litres including petrol or diesel.

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## PM says：We will win next time

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## Joseph hoping for

## peace in schools

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## Government boost for Navy spending



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# Study casts doubt on government proposals to reform the rates 



## Solicitors' historic day in High Court duSt

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## a secretary.

At IBM, we've realised something you probably realised a long time ago:

That it would be lovely for you to have a secretary.
So we invented one. It may be a bit small and fat, but it can automatically centre, underline, and it even enjoys the odd spot of word processing.

We call it the IBM System/2000. You can call it what you like, it can't hear you.

But it's pretty clever in one or two other departments.
For instance, could you remember up to twelve pages of letters, addresses, documents and such?

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Or if you could use a secretary that answers back, you could use Spellcheck, which tells you where there are spelling errors.

The IBM System/2000.
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# Radiation haggling may threaten EEC food ban compromise 

Chernobyl aftermath: Europeans squabble as Russians clean up


| A meeting toiday of EEC technical experts. to decide permissible radiation levels for foocstuft in Western ELrope could ando a hand-win compromise reached by the ters tare on Monday night <br> Officials said yesterday that application of common stani dards for the moinitoring of food traded within the EEC- followed a week of disagreement and confusion arid was only reached "pending the definition of values to be agreed on the basis of scientific data". <br> Some EEC officials claim the measuires are becoming increasingly irrelevant, party <br>  falling and partly because member states have already member states have atready protect consumers. |
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'Risk taken' in building plant





Israel fails in Syria talks offer Frijuminumy Thumathe and

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## Original version vindicates Anne Frank's diary

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 $\left\{\begin{array}{l}\text { Moves to end apartheid } \\ \text { Mediators bilito give blacks } \\ \text { aimfor lamu-0wning right }\end{array}\right.$


| black occupation, and would white residential areas <br> At the end of the lasi decade 99 -year teaschold was introduced ioto black Hownships", thoush relatively few such property. The majority rent their homes. The draft 99 -ytar leasehold into the equivalent of freehold. <br> Yesterday, Dr Andreas Van Wyk the Dircctor-General of Coostitutional Development who is a Soulh African citizen, or who is legally resident in the republic will be able to the republic, will be able to buy property". buy property". <br> of the pass laws, this appears 10 mean that most blacks who could afford to do so would be able to buy property io a township ourside the reserves under the terms of the Bill. <br> The Bill would enable employers to buy township bous- ing for their black employees. <br> store strike <br> sppemarizets mere back in busisesw yestertay, He put five lass of sules remenne calised by <br> the strilce at 5.5 million rand. <br> and Allied Werkers, Union had earliar demapded an in- crease of 90 rand a month, to which the company had responded by oiferimg bo mare then 80 rand, or 60 mon and another 30 from JIII 1. <br> ught closer <br> Monday's ruling by Judge John Keenan <br> A spokesman at the Indian Consulate in New York said stantially what we wanted". Certainly the judge's ruling imposed on Union Carbide would seem to put some pressure on the company to |
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## Nato worries

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Harrods ine famous British

## Leading Socialists back Mitterrand as race for presidency begins early



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 Italy expels Gadaffi envoy

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- From Many Debelins:



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## Unita warns Zambia to

 stay out of Angola war[^0]
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## A suitable case for treatment？

The formula used to decide the destination of health service cash is under attack． Nicholas Timmins concludes his series on our hospitals with a look at the alternatives

The drama that shook Australia
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## THE TIMES GUERNSEY GILET

This pure wool＇gike or buituon－ tical as well as being smart and stylistitio wear It is miade in Gueinsey from 100\％
pure new wool and has many of the featurest
popular：

The gilet is made up with a tight close resistance and the strong high－quality wool ensures that it is tougg and hand－ wearing．The styling is classic＇with a
ribbed crew－neck，armholes and bem， withthesame ieatribbing knitued across the two patch pockers．The gilet butuons through from neck to hem，and is also
criaracterised as a Guernsey gaiment bjo he smanll slit openings at eitiner side of the deep hem．

Suitable for boch men and women，the over shirts and tops and will team well Guernsey gilet is a simart hight－quality garment that has been specially selected． for Times readers and is available in a chooice of navy．blue or greiy with blick
buttons or oatmeal with wooden but－ ors．It may be dry cleaned or hand washed with care．

THETIMES



All prices are inclusive of post and packing．
Pease allow 4 p to 21 dafys for delivery If
． are now satisified we will refind your money
without question．This of widhour question．This offer coan only be
despacthed to oddresses in the $U K$ ． The Times Guersey Giler Offer． Bowne Road，Beale
ict：Crayford 53316 for enquiries only：


# Coping with life at the top 


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Standing your ground: Should businesswomen train to be assertive in the office?



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\section*{Education: a lab for PR <br> |  | by Robin Squire |  |  |
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## Too powerful <br> by half

Alex Henney






## BT-ringing in an unwelcome change




## All systems go on the network




World at our fingertips, from left, clockwise: The booths being ssed by British Telecom to replace the minch-loved red boxes as part of its
modernization; Telstar, the telecommmmications satellite, and its modern counterpart, Intelsat $V$; cordless commeinication with Opall Cellnet


## Providing new technology -all along the line.

Staying ahead in technology is how lessey stays ahead as Britain'sleading communications company.

Its Plessey who is prime development : contractor forsystem X,supplying over twenty tandards and services for more than amillion British Telecom customerseach year. Its Plessey who manufactures more digital telephone systems for business than ny other British company.
It's Pfesseywho suppliesmore fibreoptic
. Its Plessey who in 1985 insisalled more: omputer-controlled ioad traffic systems in Britain than any ocher company:

Put all thistechnologicalleadership together and you see why customers turn to Plessey as the total communications company y. Plessey likes to beinvolved-allalong the line
oyt M Maide Plessex̀ Telecommean (0628) 23351, or writions to ystems Limited, Taplow Court, Taplow, exkshire SL: OER
see the Plessey range of telecom min_ suems and equipment at Comminications ational Exhibition Centre, May 13-16, 1986..

- 1 -


## A model phone

for the future

## What a digital system can do



## The message is that telex's reign may soon end

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Despite encroaching technol- phone lines and rapid penectra- Lions for example offers me
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Because expanding business means expanding bills, Racal have developed the Citifone.

Every call that's made on it can be automatically measured in standard telephone units.

So, by pressing three buttons, you know exactly how much your calls cost.

And when your colleagues use it to call York, it shows whether they meant the old one or the New.

Also, apart from doing everything that other 1000 channel cellular 'phones can do, it improves your memory.
(It can store up to 40 often-used numbers.)
The Racal Citifone.
If you have to discuss your telephone bills, you won't have to be talking telephone numbers.

For further information dial 100 and ask for Freefone Vodafone, or simply post your business card to Racal-Vodac Ltd., Freepost, Newbury RGI3 IDR (no stamp needed).

RACAL-VODAC LMMTED

# Global village comes into the TV picture at last 



## The rush to use <br> a car phone



The ear phọne: More are rushing to pitig in
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## MrHardy compares the qualities of his tailor with those of his Merlin phone system.

BEING A BRIEF EXCURSION INTO THE MANNER IN WHICH MERLIN SYSTEMS ARE

FASHIONED TO INDIVIDUAL REQUIREMENTS

You'll find Mr Hardy a man consultant had written 'Merlin of considerable intellect, Octara', 'Group Pick Up' and
'Abbreviated Dialling'. Hardy
be able to see at a glance which extensions are busy, I need a telephone conferencing system..." uncommon vision? Thus warned, an intrepid British Telecom commumications consultant approached the near legendary Ernest Hardy

CREATIVE
COMMUNICATIONS
"There is no doubt", began Hardy, "that Merlin phone systems from British Telecom are perfect for my requirements. The consultant nodded sagely. "Just as a suit is the perfect attire for work." The consultant stopped in mid-nod. "Come", announced Hardy, "between us we will tailor a Merlin system to our exact size and structure which will save time, temper and money by being uniquely̆ fashioned to our every foible."

## HARDY'S FANTASY

Hardy came to an abrupt halt. "Take the sales department." The consultant took a step back at such unprecedented pertinence. "Here", continued Hardy, "we need the phones to be grouped, so that an unattended phone can be answered from any other extension.

The consultant made a note in his book. "We need certain frequently used numbers to be accessed quickly and easily with short codes." The consultant made another note. Craning over his shoulder, Hardy noticed that the
was secretly impressed.
A quick-witted consultant, like an affordable tailor, was a rare and valuable commodity. It was time to put him through his paces.
"That phone", ordained Hardy "must never receive an outside call, they must always go through this extension. And these phones should not have access to international lines.' The consultant scribbled 'Call Diversion' and 'Call Barring' on his list, and underlined 'Merlin Octara'.

Hardy continued. "I need to

KEEPING ABREAST OF
THE TIMES
The consultant waited for Hardy to come to a halt before speaking. "Mr Hardy. You men tioned the range of Merlin phone systems from British Telecom I suggest that a Merlin Octara will accommodate your rich and diverse requirements.'
"Doubtless, Mr Hardy, therell be additions for your system in the future", said the consultant. "A Merlin Call Management system would give you all the information you need to make adjustments to your phone system to ensure peak performance at all times."

Hardy was stunned. Here was a man of formidable intellect, a certain vision and perhaps... Hardy turned to the consultant,"Tell me, where do you have your suits made?"

Mertin is British Telecom's exclusive brand of highly compatible electronic business product and systems,
supported bv BT soutstanding service and technical back-up.
FFr For more information, call $\operatorname{FREEFONE}$ MERLN or send
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## THE ARTS



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King steps up pressure in US on extradition
rom Michael Binyon, Wa

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THE TIMES INFORMATION SERVICE

* The brave gather to share their memories










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 Lighting-up time

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## The pomd <br> 





All the experts and all the conventional wisdom told us we couldn't build a strong brand in a commodity market. So we did.


It doesn't matter what it says on the label as long as the price is right'. That's the classic consumer response to commodity products.

Unfortunately it was the consumers' attitude to (and the main problem with) the 'dilutables' sec-

tion of the soft drink market the products popularly known as 'squashes'.

In the fiercely competitive grocery market, branded products were under intense pressure from own-label. It was obvious only the strongest brands would survive.

That was hardly a description fitting. Kia-Ora. Trailing in third place, it had a very long history, stretching back to its launch in 1903 by an Australian. (He gave it the name which means 'good health' in Maori, but why is a very long story indeed.)

The trouble was, market forces were conspiring to make sure it had very little future. Until Schweppes made it the subject of an exemplary piece of brand management:

## More of a mêlée than a market.

Over $40 \%$ of take home soft drinks are 'dilutable' but half of this sector was in the hands of own-label. Kia-Ora was third of the three important brands in the market place so was in grave danger of being crushed between a hammer (the branded
competition) and an anvil (own label). Many companies would have thrown in the towel and let the Brand atrophy.

But not Schweppes.
It wouldn'tbe easy. It would require a great deal of risk, investment and management skill. But it could be done.

## Too big to ignore.

Schweppes' verdict on the 'dilutables' sector was that it was too big to ignore. Schweppes couldn't achieve their objective of being the total soft drinks company without a substantial presence in the sector.

It's also the point of entry into the market for many young consumers, who drink around two thirds of all 'dilutables.'

We created a cult: And so it was:
The first commercial featured a cartoon character called The Kia-Ora Kid and his dog Fedora He would only share Kia-Ora with his dog, while a number of other characters, desperate for a sip tried to get themselves in on the act.

Hence the ery, 'I'll be your dawg!, which," within a few weeks of the launch, was echoing across school playgrounds throughout the country.

That was just the beginning. Amongst other promotions, the characters featured on watches, pencil cases and. stationery kits. A highly successful Kia-Ora club was formed and it has already attracted

A triumphont return.
The dilutables market has grown by $9 \%$ since the Kia-Ora re-launch and Kia-Ora has grown by $59 \%$ It's now the number two brand in the market as well as having become the main contender in the standard orange sector during 1985, which is important because orange accounts for nearly $60 \%$ of all dilutables sold.

Schweppes have reinforced success with the introduction of tetra packs, a low sugar variant and several new flavours.

As Derek Williams, the Managing Director of Schweppes. Limited says:- We feel very proud of achieving something that many marketing men will tell you is impossible.

We've taken a stagnating

## Cadoury Scheppes

MANAGEMENT PROVEN INTHE MARKET PLACE


## Blue Arrow aiming to acquire large American business

<br><br>  <br>\section*{Shops dispute estimates of strong retail sales}

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## Woolwich takes over society

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## Highams steps up Canal holding

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## vim womer group managing director and chief executive Boothbourne Properties Mr Paul JPozzoni has been marde managing director. Newmarket Venture CapiTim Lorden and Mr, Tom Sham have been named as directios. <br> Gibbs Harley Cooper. M Perer Ahbs Mr Richar Sheehan. Mr John Erans Mr Brian Hough and MMichae Warner have been made <br>  <br> director. Grundy Calering Mr Rich- ard Elass joins the board as ard Elms joins the board as Hechoocal director and Mr Michael Gates joins the com pany as maufaeturiog dirctor. Hag Communications Mr named as managing director of the company and as direccor ofmpeny $\begin{aligned} & \text { rouph } \text { holding } \\ & \text { company Internaxional Gem- } \\ & \text { ma Group. }\end{aligned}$ company. <br> Rutrer Services Group: Mr Stare Runter has become managing director. Trevor Bass Associztes Mr Patrick Lay has joined the

## Oslo government admits it 'misled' on devaluation



# NOTICE OF REDEMPTION <br> Federative Republic of Brazil 

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European Law Report
Sex bias in ban on part-timers' pensions

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Law Report May 141986

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Unfortunately, I have to find my replace-
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Elizabeth Hunt TRAVEL AND LEISURE


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|  | Senior Secretary required for Development Director of adverticsing company with blue chip client list, based in Mayfair. <br> Shorthand and adaptability essential together with ability to deal with high level client contacts. Word processing experience an advantage Salary negotiable. <br> Apply in writing to Mark Jamison, London WiX 3HF. |
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## PROPERTY BUYERS' GUIDE




## Builders matching a moving market By Christopher Warman





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of four and five bedroom homes in 3 differend desing celection spectacular a a it it s superbly yppoointed Prices are from S 395.000


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## RESIDENTIAL PROPERTY/2








## Palace with hotel service

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of two lower ground floor flais Ef145,000 and fllisiou0, the zataraments

2, All tiave fitted carpets and kitchen

PROPERTY BUYERS' GUIDE COUNTRY PROPERTIES

## CLUTTONS


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## RETIREMENT HOMES <br> 



BEECHWOOD

Chiltern Estates

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residenl warden 0 Minimum age restriction $\bullet$ Central heating $Q$ Double
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London 45 miles.


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About 6.8 acres
Excess $E 275.000$
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Today's television and radio programmes
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## Gower＇s terms tell of TCCB anxiety <br> By John Woodcock，Cricket Correspondent

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final 1.5 miles time trial yesterday seven seconds
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By Srikumar Sen
Boxing Correspondent Barry McGuign gets the
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master when he starts his

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| Phillips |
| Poland <br> By Jenny MacArthn |
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## Becker provides a touch of glamour

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